

## ORDER



**Orders**  
**Order / Rev:** 718080  
**Alt Order #:** 06351018  
**Product Desc:** DSCC-IE  
**Estimate:** 1891  
**Flight Dates:** 09/27/12 - 10/01/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**WUSA**

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** DSCC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	18	\$37,000.00	\$31,450.00
10/01/12	10/01/12	16	\$48,650.00	\$41,352.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$37,000.00	\$31,450.00	0.00
October 2012	16	\$48,650.00	\$41,352.50	0.00
<b>Totals</b>	<b>34</b>	<b>\$85,650.00</b>	<b>\$72,802.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/27/12	10/01/12	10-11a Let's Make a Deal	CM	10-11a	M- TF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$850.00		0.00			
E 2	WUSA	09/27/12	10/01/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M- TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,200.00		0.00			
E 3	WUSA	09/27/12	10/01/12	Price Is Right The Price is Right	CM	11a-12p	M- TF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,500.00		0.00			
E 4	WUSA	09/27/12	10/01/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	M- TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,200.00		0.00			
E 5	WUSA	09/27/12	10/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M- TF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 718080  
 Alt Order #: 06351018  
 Flight Dates: 09/27/12 - 10/01/12

Advertiser: DSCC  
 Product Desc: DSCC-IE  
 Estimate: 1891  
**WUSA**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	09/27/12	10/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M- TF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,500.00		0.00			
E 6	WUSA	09/27/12	10/01/12	4-5p Dr. Phil	CM	4-5p	M- TF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,000.00		0.00			
E 7	WUSA	09/27/12	10/01/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M- TF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
9 NEWS NOW @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$800.00		0.00			
E 8	WUSA	09/27/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M- TF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,000.00		0.00			
E 9	WUSA	09/27/12	10/01/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M- TF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,500.00		0.00			
E 10	WUSA	09/27/12	10/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M- TF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$850.00		0.00			
E 11	WUSA	09/27/12	10/01/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M- TF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$1,500.00		0.00			
E 12	WUSA	09/27/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a	M- TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$400.00		0.00			
E 13	WUSA	09/27/12	10/01/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M- TF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$3,000.00		0.00			
E 14	WUSA	09/27/12	10/01/12	9-10a Inside Edition/Insider	CM	9-10a	M- TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	M- TF--					2	\$350.00		0.00			
E 15	WUSA	10/01/12	10/01/12	Mon Prime C Hawaii Five-0	CM	10-11P	M- - - - -	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
HAWAII FIVE-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$14,000.00		0.00			
E 16	WUSA	10/01/12	10/01/12	Mon Prime B 2 Broke Girs/Mike & Molly	CM	9-10P	M- - - - -	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
2 BROKE/MIKE N MOLLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$18,000.00		0.00			
E 17	WUSA	09/29/12	09/29/12		CM	8-10AM	- - - - - S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00

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 Estimate: 1891

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8-10a Sa CBS This Mornii															
CBS This Morning: Saturday															
CBS THIS MORNING SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$350.00		0.00				
E 19	WUSA	09/30/12	09/30/12	Sun Prime C	CM	9-10P	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
The Good Wife															
THE GOOD WIFE FALL 2012															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$14,000.00		0.00				
E 20	WUSA	09/27/12	10/01/12	9 News @ 11p	CM	M-Su 11-1135p	M--TFSS	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
9 News @ 11p															
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	M--TFSS			2		\$3,000.00		0.00				
													Totals	34	\$85,650.00